

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-6. (canceled)

7. (currently amended) A shoe horn attachment device comprising:

a contoured portion structured and arranged to surround a heel of a user's foot and comprising a back portion and left and right side portions;

a flexible resilient upper back portion extending obliquely from the back portion substantially outside of a rim of a shoe of a user when the attachment device is attached to the shoe of the user, said upper back portion being flexibly ~~displaceable~~ displaceable to guide a heel of the user when a foot of the user is being inserted into the shoe; and

a fastening device on at least one of the back, left and right portions for readily detachably securing the attachment device to the shoe of the user.

8. (previously presented) The device as claimed in claim 7, further comprising a base portion connected between the left and right portions, essentially parallel to a heel of the shoe of the user when the attachment device is attached to a shoe of the user.

9. (previously presented) The device as claimed in claim 7, further comprising an essentially inverted V-shaped retaining member fitting over the rim of the shoe of the user.

10. (previously presented) The device as claimed in claim 9, further comprising a wing member extending laterally from the retaining member.

11. (previously presented) The device as claimed in claim 7, wherein the fastening device is double sided tape.

12. (previously presented) The device as claimed in claim 7, wherein the fastening device is adhesive.

13. (previously presented) The device as claimed in claim 7, further comprising a rearward projecting portion extending from said upper back portion.

14. (currently amended) A shoe horn attachment device comprising:

a contoured portion structured and arranged to surround a heel of a user comprising a back portion and left and right side portions;

a base portion between the left and right portions, essentially parallel to a heel of a shoe of the user when the device is attached to a shoe of the user; and

an upper back portion extending from the back portion substantially outside of a rim of the shoe of the user when the attachment is attached to the shoe of the user, said upper back

portion being flexibly ~~displaceable~~ displaceable to guide a heel of the user when a foot of the user is being inserted into the shoe,

said device being readily removable such that when a foot of a user is in the shoe, the device remains in place and when the foot of the user is removed from the shoe, the device is readily removable.

15. (previously presented) The device as claimed in claim 14, further comprising a fastening device on at least one of the back, left and right portions for detachably securing the attachment to the shoe of the user.

16. (previously presented) The device as claimed in claim 15, further comprising a fastening device on the base portion.

17. (previously presented) The device as claimed in claim 14, wherein the fastening device is double sided tape.

18. (previously presented) The device as claimed in claim 14, wherein the fastening device is adhesive.